



MAILAM ENGINEERING COLLEGE

Mailam, Tindivanam Tk., Villupuram Dt. – 604 304.

(Approved by AICTE, New Delhi, Affiliated to Anna University Chennai,
& Accredited by NBA and TATA Consultancy Services (TCS))



STRATEGIC PLAN DEVELOPMENT DOCUMENT 2017-27



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ABOUT THE INSTITUTION

Mailam Engineering College, a self-financing institution was established in 1998, in Villupuram district. The college is approved by AICTE, New Delhi and affiliated to the Anna University, Chennai. The college offers six undergraduate courses and six postgraduate courses. The college is built in a sprawling campus of 48- acres, with a blend of beautiful green landscaping and aesthetical elegance, situated adjacent to the Sri SubramaniaSwamyKoil, Mailam and Sri Vakkarakali Amman koil, Thiruvakkarai, which provide the campus a tranquil and pleasant atmosphere for the pursuit of technical education. Mailam Engineering College is one of the top Engineering College in Villupuram district. Our College offers 6 UG Programmes and 6 PG Programmes.

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VISION AND MISSION STATEMENT

Vision

- To bring forth prosperity through modern technology by means of imparting value based education, innovation and become a world-class technical institution.

Mission

- To provide necessary Technical Skills through excellent standards of quality education, keeping pace with ever changing technologies.
- To bring students together to be trained in leadership skills, engage in activities that promote ethical manners, exhibit social liabilities and inspire a dedication to excellence.
- To develop the spirit of entrepreneurship among the students through entrepreneurial Awareness Campaign, training, and Research and Development etc.,


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CORE VALUES

Academic Excellence:

- We strive hard for achieving academic excellence through innovative teaching learning process.

Student Centric Work:

- Our every effort is towards building student centric work culture.

Social Awareness:

- We are committed to develop social awareness in all our students and employees.

Accountability:

- We all are accountable for the duties and responsibilities given to us.

Ethics:

- We are committed to the highest levels of professional ethics, fairness, honesty and mutual respect.

Teaching Learning Process:

- Create healthy atmosphere for effective teaching-learning process.

Nation Building:

- We believe in imparting Education and disseminating knowledge among youth, which is one of the best ways of nation building.



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COURSES OFFERED

UG:

B.E CIVIL ENGINEERING

B.E COMPUTER SCIENCE AND ENGINEERING

B.E ELECTRICAL AND ELECTRONICS ENGINEERING

B.E ELECTRONICS AND COMMUNICATION ENGINEERING

B.E MECHANICAL ENGINEERING

B.Tech INFORMATION TECHNOLOGY

PG:

M.E COMPUTER SCIENCE AND ENGINEERING

M.E COMMUNICATION SYSTEMS

M.E ENGINEERING DESIGN

M.E POWER ELECTRONICS AND DRIVES

MBA – MASTER OF BUSINESS ADMINISTRATION

MCA – MASTER OF COMPUTER APPLICATIONS




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SWOC ANALYSIS

Strengths

- ✓ Good reputation for high quality teaching & laboratory based practical skills & knowledge development
- ✓ Equal emphasis on co-curricular and value added programs on Emerging Technologies
- ✓ Eco-friendly and amicable ambience for working
- ✓ Beyond the syllabus curriculum to make the students ready for the present global scenario
- ✓ Constant encouragement of faculty for pursuing Ph.D., research, advancement of qualification, etc.
- ✓ Constant mentoring, monitoring, and a strong feedback system of students
- ✓ Training and Grooming of students to make them industry ready and enhancing their Employability skills by imparting technical training, Soft skill, GD & Aptitude classes etc.
- ✓ Focus on building entrepreneurship development Cell
- ✓ Good faculty retention due to peaceful work environment
- ✓ Various activity clubs viz. Tech club, Cultural club, Sports club etc., for Innovation & all round development and extracurricular activities
- ✓ Academic achievements of student in University examination and other platforms
- ✓ Achievements in placement by students in various reputed organizations and reputed companies
- ✓ NPTEL Local Chapter to offer students MOOCs program

Weaknesses

- ✓ Institute is located in rural area with less industrial exposure.
- ✓ The availability of faculty and supporting staff is less in comparison to workload.
- ✓ There is scarcity of well qualified i.e. Ph.D. and senior professors mainly in core engineering fields. However, there is continuous effort made by the management to recruit senior level faculty members from reputed institutions.
- ✓ There is a dearth of faculty members with Ph.D. qualification even after continuous search and advertisement
- ✓ Shortage of ample opportunity for Research Activities due to funding problem by Govt., Non Govt. & External agencies
- ✓ Space limitation for further expansion of facilities
- ✓ International and National Collaboration activities to be done
- ✓ Patent registration need to be done
- ✓ Since course curriculum is as per Anna University, there is no flexibility in academic curriculum


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<ul style="list-style-type: none"> ✓ Strong Alumni base that helps for the job generation and referral drive of junior students. They also appraise the college about any known students still jobless, who are given opportunity for new jobs through job fair ✓ Faculty available is well experienced, qualified and highly motivated. ✓ Availability of well-equipped research laboratories with sophisticated instruments. ✓ Institute has its own land of 8 acres readily available for further expansion and development. ✓ Well-equipped auditorium ✓ Well established playground for outdoor games. 	
<p>Opportunities</p> <ul style="list-style-type: none"> ✓ Collaboration with International and National Institutes of repute and other recognitions ✓ Faculty - student exchange program with reputed National & Foreign Universities ✓ Focus on Research activities & collaboration with institutes and industries ✓ Involving more faculty members in research oriented programs ✓ External funding for research, project and innovative programs ✓ Preparing students in Soft Skill, Aptitude, GD, GATE, Government examinations ✓ Enrollment of Students in Internship programs in different renowned corporate houses & industries ✓ Creation of center of excellence in the institute. ✓ Enhancing research, organizing of various FDPs, etc. ✓ Increase in intake of UG and PG students. ✓ Interaction and collaboration with 	<p>Challenges</p> <ul style="list-style-type: none"> ✓ Students come with rural background and training these students in English language and developing their communication skills is really a challenging job. ✓ Major Gap in course curriculum with respect to Industry standards and our inability to modify it as per present market scenario due to guidelines by affiliating university. ✓ Keeping pace with continuous modification of technological advancement ✓ To motivate faculty for New Product Development/Research/ R&D/ Innovation etc. ✓ To attract eminent Professors, Ph.D. Holders and Researchers in Campus to share their knowledge and experience with students ✓ Present lack of interest among students for engineering education ✓ Stiff competition in bringing MNCs for bulk hiring in campus interview. ✓ Quality of admitted students is low and their interest in learning is less.



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<p>industries and premier academic institutes.</p> <ul style="list-style-type: none">✓ Improving research publications & patents.✓ Tapping of rich experience of Alumni and their involvement in institute development.✓ Developing real time research projects to prove the skills and talents in the field of engineering and technology	<ul style="list-style-type: none">✓ Less time for quality teaching due to change in priorities towards completion of administrative works.✓ Reduced allocation of funds by the Government.✓ Opportunities for freshers are minimal because of slow growth in industrial sector.
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STRATEGIC GOALS

The passionate team of MEC after several discussion and planning and guided by the Mission and Vision of the Institutes Quality Policy, Core Values, and SWOC analysis framed the Institutions strategic Goals.

Institution Strategic Goals:

- ✓ Following effective teaching learning process
- ✓ Developing and following leadership and participative management
- ✓ Establishing a continuous Internal Quality Assurance System
- ✓ Ensuring good governance
- ✓ Ensuring staff development & welfare
- ✓ Developing financial management
- ✓ Put emphasize on Institute - Industry interaction and partnership
- ✓ Development of entrepreneurship
- ✓ Encouraging research and development work through project works, paper publications and establishment of Centre of Excellence
- ✓ Increasing Alumni Interaction and participation and Outreach activities
- ✓ Engagement in Community Services and Activities through NSS camps, blood donation camps, etc.
- ✓ Developing physical infrastructure
- ✓ Developing academic infrastructure



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PROCESS OF STRATEGIC PLAN

In order to give a better shape to the strategic plan, IQAC committee developed the five pillars of knowledge delivery satisfying the set goals.

They are:

1. **Admission & selection:** Enroll, educate and transform the students into highly empowered human resource with global competence.
2. **Academic system:** Encourage all students to pursue an Outcome based education emphasizing on quality education and instilling in them a zest for knowledge.
3. **Faculty excellence:** Recruiting and retaining diverse faculties members, scholars and professors.
4. **Student Outcome:** Improve our outputs by enhancing academic excellence, creativity in our students and thereby contribute to the betterment of society.
5. **Infrastructure:** Providing a modern and conducive environment facilitating free thinking and effective knowledge delivery system.

The IQAC committee collects the inputs from its stake holders—faculty, staff, students, alumni, and collaborators from industry for the appropriateness of strategic goals and objectives. These inputs are collected during interactions with the meetings with the Stake holders and changes are made if necessary.




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STRATEGIC PLAN

Strategic Plan 2017-27 identifies the following broad targets:

- Marching towards one among the **top 100 colleges in Anna University Rank list.**
- Consistently working to get **10 rank holders in Anna University Examinations**
- Constantly upgrade the institutional activities for achieving **NBA Accreditation, NAAC Accreditation and Autonomous Status.**
- Aims to get **ARIIA band performer** ranking
- Aims to secure rank among the **top 250 in NIRF ranking**
- Aims to secure rank among the **top 250 in India Today ranking**
- Establish **Centre of excellence** activities.
- To maintain **above 85% of placement record** every year.
- To get approval for **new courses.**
- To start **incubation and research centre.**




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STRATEGIC IMPLEMENTATION AND MONITORING

Monitoring of strategic plan

The implementation of strategic plan will be monitored time to time by Principal, Academic Council and other committees through periodic review. The section heads will prepare the detailed progress report and present it in the review meetings. The benchmarking of quality standards and its monitoring, evaluation of attainment will be carried out by the IQAC independently. The IQAC will report the findings to the Academic Council and GB. With thorough analysis of outcomes and based on IQAC report, the above will recommend the corrective actions, need of further processes and deployment of resources. All these reports will be forwarded for further discussions and implementation by the Board of Trustees.

Particulars	Monitoring Members	Frequency
Teaching learning process	Principal, IQAC, Head of Departments, Faculty and Staff.	Continuous
Leadership and Participative management	Head of Departments, Faculty members	Continuous
Internal Quality Assurance System	Principal, IQAC Coordinator and Team.	Continuous
Good governance	Management & Members of GC, Administrative office	Continuous
Student's development and participation	Head of departments, Placement Officer, Department Placement Coordinators	Continuous
Staff development & welfare	Members of Governing Council, Finance Committee, Chairman, Principal, Administrative office	Continuous
Financial management	Members of Governing	Continuous



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	Council, Finance Committee, Chairman, Principal, Administrative office	
Institute – Industry Interaction	Coordinator (R&D) Coordinator (Placement & Training), Head of Departments, Coordinators.	Continuous
Entrepreneurship	Coordinator (Entrepreneur Development Cell), Head of Departments, Coordinators.	Continuous
Research and innovation	Coordinator (R&D), Head of Departments, Coordinators.	Continuous
Internal revenue generation	Head of departments, Alumni cell Coordinator, R&D coordinator	Continuous
Alumni Interaction	Coordinator (Alumni), Head of Departments, Coordinators.	Continuous
Community Services and Outreach Activities	Management, Coordinator (NSS, YRC & Professional societies), Head of Departments, Coordinators.	Continuous
Physical infrastructure	Governing Council, Chairman, Principal, IQAC, Management and team	Continuous
Academic infrastructure	Principal, IQAC, Librarian, Management and team	Continuous

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STRATEGIC PLAN FOR 2017-27

Particulars	Plan	Monitoring
Teaching learning process	<ul style="list-style-type: none"> ✓ Academic planning and preparation of Academic Calendar ✓ Development of teaching plan as per OBE ✓ Preparation of Lesson Plan based on CO & PO mapping ✓ Use of more teaching aids and adopt more ICT ✓ Development of e- learning resources ✓ Promote research culture & facilities ✓ Provide mentoring and personal support ✓ Follow a transparent and fair feedback system ✓ Conduct training based on need analysis ✓ Evaluation parameters and benchmarking ✓ Continuous assessment to measure outcomes ✓ Performance development through credit system ✓ Implementation of best practices 	<ul style="list-style-type: none"> ✓ No. of teaching aids ✓ Syllabus completion ✓ Mini projects, Major projects, Seminars ✓ No. of learning resources ✓ No. of students attended counselling/mentoring/training programmes ✓ Result analysis (Pass, Potential Rank holders list) ✓ Graduates attainment ✓ Students Feedback
Leadership and Participativemanagement	<ul style="list-style-type: none"> ✓ To follow reporting structure ✓ Decentralize the academic, administration and student related authorities & responsibilities ✓ Prescribe duties, responsibilities and accountability ✓ Portfolio assignments ✓ Establishment of functional 	<ul style="list-style-type: none"> ✓ Reporting structure in place ✓ No. of meetings conducted and the minutes of meeting ✓ Action taken report



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	committees	
Internal Quality Assurance System	<ul style="list-style-type: none"> ✓ Establishment of IQAC ✓ Framing of Quality Policy & publishing regularly ✓ Formation of Quality Monitoring Committee & functioning ✓ Educating & Training of all employees ✓ Periodic check & guidance for quality improvement ✓ Establishment of audit team and process ✓ Audit for remedial measures ✓ Promoting best practices ✓ Annual report preparation & submission 	<ul style="list-style-type: none"> ✓ Number of IQAC initiatives / semester ✓ IQAC reports
Good governance	<ul style="list-style-type: none"> ✓ Vision, Mission development & their articulation in every key position ✓ Inclusion of industrialists & academicians in the GB ✓ Evaluation of Institute's performance and benchmarking ✓ Institutional strategic goals setting ✓ Institutional Strategic development plan ✓ Monitoring and Implementing the Quality Management Systems ✓ Following organization structure ✓ Smooth Working of statutory committees ✓ Establishing E governance ✓ Leadership development through decentralization ✓ Establishing internal audit committee ✓ Code of conduct and policy formulation, approval and implementation ✓ Establishing fair and transparent performance appraisal system 	<ul style="list-style-type: none"> ✓ Governing council selection including academicians and industrialists ✓ No. of GB meetings ✓ Organization structure ✓ Vision, mission statement and quality policy ✓ Degree of decentralization ✓ Degree of e- governance ✓ Resource mobilization ✓ Staff appraisal system and career advancement scheme ✓ Service rules and benefits
Student's development	<ul style="list-style-type: none"> ✓ Budget allocation for student 	<ul style="list-style-type: none"> ✓ No. of students

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and participation	<p>development programmes and activities</p> <ul style="list-style-type: none"> ✓ Students Trainings & Placement Activities ✓ Formation of student council ✓ Student's representation in various committee and cell ✓ Participation in competitions ✓ Organizing competitions ✓ Credit transfer & compensation ✓ Rewards & recognitions of achievers ✓ Participation in extracurricular activities ✓ Participating in social and welfare activities 	<p>participated</p> <ul style="list-style-type: none"> ✓ No. of sports, cultural and technical events organized ✓ Regional, national and international competitions participated ✓ Regional, national and international recognitions received ✓ Sport infrastructure provided
Staff development & welfare	<ul style="list-style-type: none"> ✓ Recruitment Policy formation & implementation ✓ Staff performance evaluation system ✓ Staff Training for quality improvement ✓ Best possible work facilities & infrastructure facilities ✓ Code of conduct, service rules & leave rules ✓ Staff welfare policy implementation ✓ Career advancement schemes ✓ Rewards, recognitions and incentives ✓ Deputation for seminars, conferences and workshops etc. ✓ Sponsorship/ Motivation for qualification improvement ✓ Support for research, consultancy, innovations 	<ul style="list-style-type: none"> ✓ No. of doctorates in each department ✓ No. of journals published in Scopus, UGC care, Web of Science, IEEE, Springer, SCIE ✓ No. of staff attending training programmes ✓ Staff training programming organized ✓ No. of staff welfare programmes ✓ Staff awards/ recognition / incentives ✓ Sponsorship for higher education
Financial management	<ul style="list-style-type: none"> ✓ Framing & implementation of Purchase and Financial policies ✓ Department wise Budget planning and allocation ✓ Forecasting income & expenditure ✓ Effective functioning of purchase 	<ul style="list-style-type: none"> ✓ Annual budget forecasting ✓ Income and expenditure statement ✓ Utilization and allocation of funds



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	<ul style="list-style-type: none"> committee ✓ Plans for Emergency Fund ✓ Budget formulation & approval through Finance Committee ✓ Periodic Audit 	<ul style="list-style-type: none"> ✓ Internal and external audit
Institute – Industry Interaction	<ul style="list-style-type: none"> ✓ Formation of industry institute interaction cell ✓ MoUs with industries ✓ Support for internships, visits, trainings, guest lectures ✓ Identifications of industry needs and advice on Curriculum for extra courses apart from curriculum. ✓ Providing opportunities for Industry based/sponsored projects ✓ Providing career guidance ✓ Strengthen training & placement ✓ Establishing innovation centres 	<ul style="list-style-type: none"> ✓ No. of active MOUs ✓ No. of activities/trainings through MOUs ✓ No. of internships, industrial visits
Entrepreneurship	<ul style="list-style-type: none"> ✓ Establishment of Entrepreneurship Development Cell ✓ Effective functioning of entrepreneurship development Cell ✓ MoUs with organizations for entrepreneurship development ✓ Providing training & guidance for entrepreneurship development ✓ Bringing more experts of the field for seminar, lecture, workshop for entrepreneurship development ✓ Establishing incubation centers ✓ Promoting ,sponsoring and facilitating entrepreneurship development 	<ul style="list-style-type: none"> ✓ No. of entrepreneurial training programmes conducted ✓ No. of graduates became entrepreneurs
Research and innovation	<ul style="list-style-type: none"> ✓ Dedicated R&D facilitation centre ✓ Establish and develop Laboratories with more research facility ✓ Fund generation through Project proposals ✓ Apply for Government/Non-Government industry, sponsored funds 	<ul style="list-style-type: none"> ✓ Sponsorship received for the projects ✓ No. of real time research projects ✓ No. of research projects commercialized ✓ No. of patents filed





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	<ul style="list-style-type: none"> ✓ Collaborations with Government & Private Institutes, Universities and Research Organizations ✓ Applying for patent 	
Internal revenue generation	<ul style="list-style-type: none"> ✓ Establishing infrastructure for revenue generation ✓ Identification and Strengthening of IRG activities ✓ Policy for Incentives for Revenue generation plans ✓ Successful implementation of Internal revenue generation plans ✓ Advertising & marketing 	<ul style="list-style-type: none"> ✓ Industry sponsorships ✓ Alumni contributions ✓ Funds raised through sponsorship projects ✓ Consultancy/testing services
Alumni Interaction	<ul style="list-style-type: none"> ✓ Formation of Alumni association, participation and registration ✓ Data base creation, Regular interactions with alumni and networking ✓ Recognition of successful alumni ✓ Leverage for guest lecturers/internships/placements/training/ entrepreneurship ✓ Exploring Contributions ✓ Brand ambassadors ✓ Sponsorships/scholarships/fund generation 	<ul style="list-style-type: none"> ✓ Alumni data base ✓ No. of interactions ✓ Support for projects /internships /placements
Community Services and Outreach Activities	<ul style="list-style-type: none"> ✓ Budget from institution resources/Faculty/students/other donors ✓ Identify community and social development work ✓ Identify challenges of society for development work ✓ Provide vocational training /job oriented training as per local needs at the institute ✓ Educational support to village people 	<ul style="list-style-type: none"> ✓ No. of NSS camps organized ✓ No. of awareness programmes organized to the weaker sections ✓ No. of social projects undertaken ✓ No. of social welfare or outreach programmes done



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	✓ Conducting awareness camps	
Physical infrastructure	<ul style="list-style-type: none"> ✓ Infrastructure building development & modification ✓ Smart Class rooms, Tutorials, Seminar halls ✓ Modernization of Laboratory & equipment ✓ More ICT enabled classrooms ✓ Library infrastructure up gradation ✓ System up- gradation ✓ Functional facilities for e-learning ✓ Safety & Security management ✓ Water facility ✓ Medical facility ✓ Developing sports (indoor/outdoor) facilities ✓ Plantations ✓ Rain water harvesting ✓ Renewable Energy usage ✓ Hygiene, zero plastic & green campus ✓ Recycling of water 	<ul style="list-style-type: none"> ✓ No. of buildings added ✓ New laboratories added ✓ New equipments added ✓ Annual budget allocated and utilized ✓ Harvesting and recycling of water ✓ Renewable source energy development ✓ No. of water plant ✓ Green initiatives
Academic infrastructure	<ul style="list-style-type: none"> ✓ Developing library ✓ Setting digital library ✓ ICT enabled classrooms ✓ Smart classrooms 	<ul style="list-style-type: none"> ✓ No. of volumes and titles in library ✓ No. of national and international journals ✓ Availability of digital library ✓ No. of ICT enabled classrooms ✓ No. of smart classrooms



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PERSPECTIVE PLAN FROM 2017-27

PHASE 1 2017-22	PHASE 2 2022-27
NBA ACCREDITATION	Autonomous
ARIIA RANKING	NAAC ACCREDITATION
INDIA TODAY RANKING	NBA ACCREDITATION
10 University Rank holders	NIRF RANKING
Top 100 positions in Anna University Ranking	ARIIA RANKING
Centre of Excellence	INDIA TODAY RANKING
Permanent Affiliation to UG Courses	15 University Rank holders
Additional Courses	Top 75 positions in Anna University Ranking
	Centre of Excellence
	Establishment of Research Centre
	Establishment of Incubation Centre
	Additional Courses



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CONCLUSION

The Strategic Plan Development Document (SPDD) is an effort for paving a pathway towards accomplishment of goals MEC dreams to achieve. Just formulating the strategic plan provides a guiding framework which is a collective effort delivered by the process of participative brainstorming of stakeholders. The proper implementation of strategies through teamwork with good spirit leads to success and sustainability over a longer time through a dynamic process. It needs continuous evolution to incorporate the lessons learnt during the implementation and emphasizes the role of IQAC in ensuring the quality of implementation.

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